

### ABSTRACT

The present invention provides systems and methods for gathering information about a person, maintaining this information within a protective zone that is isolated from third parties, maintaining the identities of available third party data content, producing a set of identified targeted third party data content based upon the gathered information and the identities of available third party data content, and directing the identified targeted data content to an end user's computer. In this way, detailed private information may be collected and processed within a protective zone to identify targeted data content, such as advertisements, for example, whereby the only information that leaves the protective zone are the requests for the identified targeted data content. These systems and methods can be utilized to obtain targeted third party medically-related data content without compromising one's privacy.

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